



from Sat.

NATIONAL HEADQUARTERS  
14 Gregory Hall, Urbana, Illinois

Graydon: just rec'd. To  
note & return.  
Will try to get  
you what you need  
on & for Kellogg in  
couple of days.  
Regards  
H.

HARRY J. SKORNIA  
Executive Director

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



OFFICE OF THE REGIONAL DIRECTOR

April 21, 1954

RECEIVED  
NAEB HEADQUARTERS

APR 24 1954

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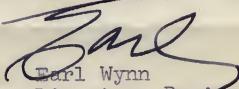
*Marb  
Mike  
Reactions  
& Board*

Dr. Harry J. Skornia  
14 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Harry:

Under the circumstances I think you have done a fine preliminary job in getting the workshop and scholarship plans and costs to Bill Griffiths. I would question only one thing: I am not convinced as of this moment that the shock troupe team idea will be as useful this summer and fall as you and Graydon have visualized it to be. I wonder how much demand and time on the part of the stations there will be for this kind of service. The idea is a good one, however, and I am in favor of taking a crack at it. May I repeat myself; I hope you will be able to relieve me of the chairmanship of this committee.

Sincerely yours,

  
Earl Wynn  
Director, Region II

W dn



April 25, 1954

TO: Graydon Ausmus, Harry Skornia, Frank Schooley, Armand Hunter  
FROM: Richard B. Hull

*NAEB  
Hull  
Board  
Relations*

In reviewing the minutes of the NAEB Board meeting in Columbus on April 5-6 I find several items on which I am not clear. I would appreciate your advice on your understanding of them or supplying me information where I do not have it.

Item 1 April 5, Page 2...Motion to re-explore BBC payment of \$56,000.

Does the simplified motion provide merely for approaching the Center and polling the membership on the 50-50 split, or does it additionally provide for re-examination of the basic BBC cost requirements and what pound-for-pound or dollar-for-dollar NAEB will get for its money as of present negotiations rather than past record?

Item 2 April 6, Page 1...Motion to have Siegel represent NAEB on general assembly of UNESCO at his own expense or Hovey in the event Siegel cannot attend.

What, when and where is this general assembly of UNESCO?

Item 3 April 6, Page 2...Motion to select prestige board of educators with veto power.

Was the actual intent of the Board to give away its sovereignty?

Item 4 April 6, Page 2...Motion to appoint Paulu to represent NAEB at London UNESCO conference, Creshkoff and Hovey to attend as alternates or observers at their own expense...other attending at approval of President Ausmus.

I apparently failed to make clear that UNESCO had asked me to ask the NAEB Board for their opinion only, e. g. NAEB has no rights of selection in this area, only those of recommendation. Hudson and I were requested by the U. S. National Commission for UNESCO to make suggestions on the NAEB and other bases. Selection will be made by UNESCO.

UNESCO requested three representatives from the United States --from three sources: network or foundation, commercial television station, educational television station; nomination of experts; suggestions for observers. Existence of latter capacity may or may not be finally approved for the London meeting 5-24 July, 1954.

Item 5 April 7, Page 1...Constitution Committee to work with Cohn and Marks.

How can the committee achieve results until basic agreement on NAEB function and goals is worked out?

cc: Board of Directors

*Dunn*

April 28, 1954

NAEB  
Board  
Relations

TO: Harry Skornia  
Graydon Ausmus ✓  
Other Officers of the NAEB  
Board of Directors

FROM: Richard B. Hull

I have noted with interest your memorandum of April 20 with respect to Mr. Novik and the announcement of the availability of his services, together with a confidential memorandum to NAEB active members.

I have also noted your letter copy of April 20 addressed to Mr. Novik and I am reacting specifically to paragraph four.

My opinion remains that the problem however presently restricted locally will not continue. An intelligent approach involves anticipating difficulties in the future and making plans to solve them in the best way possible. In the consultant relationship which has been established for Mr. Novik I see no problem in attacking this.

If I am in error about the absence of the problem I nonetheless agree with the statement of Board member Hunter at Columbus--that either we had better face up to this problem or else stifle our concerns about some other agency undertaking to handle it. (Specific reference is made to the voiced annoyance in several quarters about the fact that the JCET first employed Novik for the same purpose. In other words, we either get on the horse or off the horse, and if we have decided to walk we had better not complain of not being able to ride.)

I approve the idea of a general meeting where consistent policy can be formulated for the activity which will ensue.

TO: WIES Officers and Miles (Constitution Committee Chairman)  
FROM: Harry Skornia #971  
DATE: May 6, 1954  
SUBJECT: WIEB Dues

*WIEB  
Board  
Reactions*

The more I ~~see~~ of the rates of other organizations (and their services) and look at what the WIEB is providing in the way of services (other than network and publications), the more I think the WIEB dues structure is wholly unrealistic.

Particularly for TV stations and combinations (like WIA, its FM network and WIA-TV) I believe rates should be considerably increased. Costs of duplicating and mailing the Newsletter (and issues with it), to say nothing of the value of the issues often swallowed absorbs practically the entire sum paid by smaller stations (\$10.00 a year). By the time membership certificates are printed, lettered and mailed, and a few other items (like Committees and Workshop Reports) are produced and mailed, funds received from dues are found to be wholly inadequate to cover.

I don't think I'm the one to recommend, but did want to get this feeling before you in time for a committee to bring in recommendations in time for action at the fall meeting. I feel that dues should be doubled or tripled in most cases, besides having the basis on combinations changed. (Whether a budget-based fee, or a per station minimum, I can't say.) With the Center charging \$1,000.00 for the first year alone (with plans to go much higher) and our own Network now charging fairly substantial fees (though perhaps also inadequate) I believe comparable fees for professional services (research, publications, membership meetings and activities, various consultant services, Seminars, Workshops, etc.) other than tape or film programs should deserve equal recognition. And I believe the psychological moment is when these services are on their way up, so members recognize that value received must be paid for.

I'll leave it to you to react to Graydon on this, if you feel that this is an important part of what should be taken up, with or apart from, the other recommendations of the Constitution Committee. I would be grateful for copies of your reaction.

TO : The President, Officers & Regional Directors of NAEB  
FROM: John W. Dunn 5/7/54

*Proposed  
Reactions*

I believe it is time for NAEB to set up certain standards for:

- (1) Admission to membership in NAEB for Actives and Associates
- (2) Continuing Membership in NAEB for Actives and Associates

Ever so often we talk effusively about "professional upgrading of personnel" but very little has been said about "professional upgrading of the educational broadcasting enterprise as a whole."

In the case of personnel, much has been done in the way of seminars, regional meetings, etc.. I honestly believe we have more people thoroughly imbued with the ideals and concepts of educational broadcasting than we did five years ago. Undoubtedly this has had an effect on station and production center operations.

But actually we've done very little about setting up standards or goals in educational broadcasting from an operational viewpoint. For active membership our main concern has been that the institution have a CP for a radio or TV station; for associate members, that they produce over some commercial outlet. And that's just about all. No where, no time have we ever tried to say anything about minimum requirements as to physical and broadcast equipment, studios, staff, music libraries, programming, hours of operation, audience building efforts, general effectiveness, etc.

The result: there are dozens of stations, I daresay, that are no better today than when they came into NAEB. No effort has been made to stimulate them to higher standards or goals. Now this often involves challenging administrations and their misconceived ideas of values and even delivering concentrated broadsides. All of you are aware of the professional accrediting agencies (medicine, law, pharmacy, etc.) Until some outside agency can look a situation over and make a factual report & recommendations, administrators too often pay no attention to what local people might have to say. I feel sure that the majority of NAEBers would welcome the help that NAEB could give them in pointing out to their administrations the strong and weak points of their operations.

For a long time, I've felt that every new Active and Associate member applying for membership in NAEB should be thoroughly checked by a visiting committee -- even if this committee consisted only of one top-notch broadcaster representing NAEB.

As a result of this check-up, the applicant would either be denied membership ( and told exactly why but with the right to reapply in 6 months time) or admitted as an Active or Associate Member into one of three classifications: A - B or C membership. Minimum standards would have been previously set up for each classification.

As a member of NAEB, any Active or Associate member may progress from one classification to another BUT may also be demoted or even suspended from any classification until certain defects in operation and organization are remedied. This would involve periodic inspections by the Association. For Class C (the lowest) this might be once a year; for Class B once every two years; For Class A, once every three years. By special arrangement, any member might request an inspection be made for certain specific purposes provided the actual costs of such a special inspection were met by the member requesting the action.

Please note that this classification is NOT based on power or the size of the sponsoring institution. This is an entirely new concept of membership classification BOTH for Active and Associate members.

I believe that it will be impossible to approach the pressing problem of what to do with Associate members until some such an arrangement is worked out. And by all means such a classification should go into effect with present membership.

To make this idea work, there is needed a system of rewards and punishments. This might be based upon voting and other privileges, participation in certain activities which would be mutually satisfying to the member and the Association or any number of combinations.

I offer this idea for your sincere consideration. Sooner or later I believe we must come to this or some similar plan.

*Mr. B.  
Board  
Reactions*

May 10, 1954

Mr. John Dunn  
Radio Station WRR  
University of Oklahoma  
Norman, Oklahoma

Dear John:

Re yours of 5/7/54 re standards. Part of the stuff originally given Ed Brown by me was on this. However, under the new definition of his committee's function (with which I agree, I might add, since it was too confused), we haven't anyone on this to start specifically defining these standards. And unless we nail down specifics this too will simply hang suspended.

Wonder if membership committee isn't the one to propose standards? Wouldn't want this accreditation only to be based on equipment, or budget. Let, when we get into evaluation of philosophy, staff, ethics of relations with others, etc., it gets complicated. If there's anything you, or the person or persons you tap for this job, need from us, let us know. Setting standards and then having to ignore them would of course be worse than having none. Hence the need for careful study, proposal and vote.

Sincerely,

*Barry J. Skornis*  
Executive Director

HJS:wo  
cc: RAE Officers  
Miles  
Brown

To: NAEB Board of Directors  
From: Frank E. Schooley, Treasurer  
Date: May 10, 1954  
Re: John Dunn epistle of 5/7/54

*Board  
Reactions*

With all due respect and humility, I feel that I must now voice my views of those who are so greatly concerned with membership standards within NAEB. I, too, am concerned, but somewhat along different lines.

Like Allen Miller (he's the chief exponent) I'm in favor of paying as you go, if we can figure out the proper way to get the payments.

I would hope that we could raise the quality of our membership, the quality of the membership product—namely, programming.

Here, however, I believe much danger lurks. We must not become an accrediting agency, not even sound or act like such.

We must never base our membership qualification on anything that seems related too closely to the economic aspects of equipment, either. It is the product, again I say, that is really important to NAEB, to society.

I should hate to see NAEB ever get into the various class categories suggested by the right honorable chief from Oklahoma. I agree we should make membership as meaningful as possible, especially active and associate membership, but I caution against getting our sights so high, our machinery so enmeshed that we might spend too much time in details, rather than working toward the larger goal.

Well, too much from me, but I simply must voice my concern, lest we become involved in details of a type that might do us more harm than good.

cc: Jim Miles (Constitution Committee)  
cc: Dick Bell (Associate Member Committee)

2500 Municipal Building  
New York 7, New York

May 12, 1954

*Board  
Relations*

Mr. Richard Hull  
Station WOI  
Ames, Iowa

Dear Dick:

I have just returned from two weeks training duty with the Navy to find your note of April 25 reacting to the minutes of the Columbia meeting.

In connection with item 2, the impression I was under was that the motion to have me represent NAEB was to the General Assembly of the Prix Italia, not the UNESCO meeting.

I am not reacting to any other items because they are so obviously not the intent of the Board as I recall it.

With all best wishes, believe me,

Cordially yours,

*Seymour N. Siegel*

sns/bc  
cc: Ausmus, Schooley  
Skornia, Hunter

*Ans. 5/12/54*

2500 Municipal Building  
New York 7, New York

May 12, 1954

*Board  
Meetings*

Mr. Harry J. Skornia  
Executive Director  
University of Illinois  
Gregory Hall  
Urbana, Illinois

Dear Harry:

At the Columbus meeting of the Board, I believe that a motion was passed directing you to find out from the Educational Radio and Television Center whether they would be prepared to pay half the cost of the token payment for addition BBC programs.

I believe, also, that you were supposed to check the membership as to the number who were willing to contribute toward the other half. I do not recall as to whether there was any action to be taken by the International Relations Committee and I am, therefore, writing to you for advice. One, as to whether or not you have checked with Harry Newburn and the member stations of NAEB and whether there is any action for me to take.

With all best wishes, believe me.

As ever,

Seymour N. Siegel  
Director, WNYC

sns/bc  
CC: Ausmus

1517 SOUTH THERESA AVENUE (4)

May 12, 1954

*Board  
Reactions*

TO : Graydon Ausmus  
Harry Skornia

FROM: Marguerite Fleming *M.F.*

SUBJECT: Answer to proposed increase in NAEB dues.

It will be difficult from now on to ask for increases for radio in cities in which Boards of Education are being asked to contribute large sums of money for educational television also.

Also, we are paying for a great deal of material on the tape network that we cannot use. Not too easy to justify the cost.

I really think it could be a dangerous move for us to add much more to our budget at this time.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



OFFICE OF THE REGIONAL DIRECTOR

May 14, 1954

*Board of  
Reactions*

Mr. Graydon Ausmus  
President, NAEB  
University of Alabama  
University, Alabama

Dear Graydon:

Harry asked me to react to his suggestion that Morris Novik be given a free hand to go ahead with informal discussions on a national level. Until this has been discussed thoroughly with Board members and especially with key station managers, I believe there exists great danger. I also realize that something must be done. I do not see, however, why such discussions cannot take place on a local level and be worked out on that basis.

Sincerely yours,

*Earl Wynn*  
Earl Wynn  
Director, Region II

W dn  
cc: Harry Skornia

May 17, 1954

~~Board~~  
Board  
Reactions

Mr. Harry J. Skornia  
Executive Director  
National Association of Education Broadcasters  
119 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Harry:

In answer to your letter of May 12th in connection with the problem of labor relations and Morris Novik's fulfillment of his assignments, may I go on record as saying that I can see no reason why he would have to duck something like the Washington conference which Hardy arranged.

As I said at Columbus, we will either have to face up to the labor relationship problem or ignore it completely. Apparently we have established a position and recognize the problem and situation. This means we are committed and should be represented through the services of Novik under the terms which were spelled out as far as the association is concerned. To me this means no national policy or negotiation but a general awareness and function with specific assistance given in individual situations wherever and whenever required.

I think we all are pretty much aware of what is involved and to what extent we are committed.

Sincerely,

Armani L. Hunter

*Board  
Reactions*

TO: NAEB President and members of the Board.

Date: May 18, 1954

FROM: Armand L. Hunter

SUBJECT: Reaction to John Dunn's recommendation of 5-7-54 concerning standards for admission to NAEB and continuation of membership

1. As long as a decision is made concerning the admission of an applicant the assumption is that a judgment is rendered on the basis of some standards.

2. The question John raises is --- what are the standards?

3. At the present time the standards may be more intuitive and subjective than factual and objective. This is probably a weakness.

4. Schooley suggests that we do have specific standards. This, I agree, should be the primary factor in determining the applicant's qualifications. However, it is difficult to separate the end from the means; and there is no question but what adequate facilities are necessary as a means to quality performance and program production. The best idea in the world will not be effective unless it is properly presented in the form best suited to the content or subject matter.

5. Accrediting is something which most institutions resent, and usually accept only through already established associations and agencies. I don't believe that they would look with favor upon the creation of another accrediting agency for departmental functions and service activities. One of the chief reasons UAPRE never got to first base was the accrediting aspect which the group first proposed.

6. This faces us with a dilemma: we need to establish standards for programming and membership; but I don't believe that we can insist upon an accreditation basis. We'll have to grab the horn of accreditation and see if we can't twist or transform it to certain standards which might be established and applied; but not with a formal accrediting organization or structure.

7. Visits by members of the association might be a very good method of helping make decisions. However, the cost of this would run high unless it could be done within the framework of the regional director or the closest member station which might be done at a minimum cost.

At least this is something that perhaps we should discuss at our next Board meeting.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



May 18, 1954

*Board  
Relations*

Mr. Harry J. Skornia  
14 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Harry:

As I read the May 1954 issue of the NAEB Newsletter two thoughts came to mind. First this is one of the best issues which I have yet had the privilege of seeing and, secondly, I somewhat deplore the appearance of the document.

Let me explain my criticism. It is not the fact that it is a typewritten newsletter because I think the use of typed script actually has advantages in terms of suggesting currency and timeliness.

However I do deplore two specific items:

1. The fact we are using for front and back covers rather roughly done mimeographed documents with only a portion of the first page mast-head being in type. I believe the convention followed by more and more newsletters is to have the semi-permanent data, such as the title and description of the newsletter and committees and Board of Directors material which appears on the back, in permanent printed form. This can be done at little cost and vastly enhances the appearance of the document if this can be set in type.
2. The fact we are not using an electric typewriter to make an absolutely clean hard stencil. I do not know what investigation has been made of photo printing in this connection or whether the cost is excessive, but I do commend to your attention the general appearance of the Martin Codel Newsletter and suggest we give some attention to this type of format if finances permit.

Sincerely,

Richard B. Hull  
Director, Region IV

RBH:dm  
cc: Graydon Ausmus ✓  
Board of Directors

TO: The Board of Directors

DATE: May 19, 1954

FROM: Raymond P. Keeler

SUBJECT: ERFC Program Series

MRB  
Board  
Reactions

I personally vote to have you ask the ERFC for the entire amount and not to poll the membership. If the membership feels, as you indicate, the response would probably be negative and tend to jeopardize the other requests for fee increases.

If the ERFC turns down the request, we can proceed from there with whatever other action the Board approves.

The Center  
will turn us  
down and  
we've had too  
many of them.  
Raymond

May 19, 1954

NAEB  
Board  
Reactions

Mr. Harry Skornia  
Executive Director  
National Association of Educational Broadcasters  
14 Gregory Hall  
Urbana, Illinois

Dear Harry:

In response to your question concerning the increase in NAEB dues, my position has been, is, and will be that the dues should be increased.

As you know, the whole structure needs to be changed both from a voting and representation point of view as well as from a dues and fee assessment point of view. This is something which the Board should take up and consider at the earliest possible time.

I think the Constitution Committee should prepare a definite recommendation in connection with this problem.

Sincerely,

*Armand L. Hunter*

Armand L. Hunter

ALH/hsa  
cc: Officers  
Jim Miles, WBAA

May 19, 1954

*Board  
Reactions*

Mr. Harry Skornia  
Executive Director  
National Association of Educational Broadcasters  
14 Gregory Hall  
Urbana, Illinois

Subject: Chicago Meeting with Morris Novik

Dear Harry:

1. I will not be able to attend a meeting in Chicago on May 22 or 23.

2. As far as I am concerned, go ahead with the meeting providing you can get a sufficient number of representatives and interested people present.

3. Set it up any way you prefer. It is my personal feeling that as the meeting is to be primarily devoted to policy and "modus operandi", the individual stations concerned should be represented. It should be a meeting with representatives from NAEP, ERFC, JCET and NCET. On the other hand, if you see it as a "thresh out the problems" and pro and con meeting, then the protagonists and antagonists should be on hand.

Sincerely,

*Armand L. Hunter*

Armand L. Hunter

ALH/hsa  
cc: NAEB officers

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF THE VICE PRESIDENT

Norman, Oklahoma  
May 24, 1954

*MRB*  
*Board Reactions*

Dear Graydon:

Congratulations on the prospect of moving so rapidly and so well in the direction of ETV on your campus. For the past month we have been in one of the tightest and most devastating situations I have ever experienced. As you know, our revenue bond issue had to be brought before the State Supreme Court for their approval. To make a long story short and sad, the court has not been favorably inclined. In fact, we've had a terrible time to delay a decision (which would have been against us) in order to bring pressure and argument in our favor. As a matter of law this has been extremely delicate to handle. Walter Emery has been here since last Thursday. His knowledge of Oklahoma Law and procedures, together with the nationwide information at his disposal has been extremely valuable to us. A strategy meeting is called for today noon (we've had a number in the past several days) to map out our attack. Time is of the very essence with us for we stand to lose some \$1,000,000 or better in facilities and cash unless we meet certain deadlines which are not too far off. So, you can see that I have not been in the very best of mind and body.

However, I've tried to think in terms of NAEB and its overall good in spite of our difficulties. Here are some reactions for whatever they're worth.

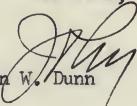
1. Last June at Madison, I voiced the fear that NAEB was becoming involved in too many things and that sooner or later there would be a violent reaction against us. That fear still holds true today; if we had a large paid staff, devoting their full time (as in the case of JCET and NCGET or ETRC) we might well handle a wide array of projects, etc. I still say that we must concentrate on a relatively few but highly important items, pushing them through to a conclusion.
2. Sorry but I would lay a bet giving big odds that Kellogg will let us stew in our own troubles, assuming that we've gotten ourselves in this predicament and we can get out the best way we can. I think Bob knows this but is friendly and hates to tell us the horrible truth until he is forced to do so. In fact, it is my humble opinion that our difficulties will color next year's appropriations even though they have been pledged. Recall, that one of the gravest accusations against NAEB was the fact that we WERE NOT FINANCIALLY RESPONSIBLE AND COULD NOT HANDLE FUNDS. If you have an opportunity to meet with Bob before any formal action is taken...then I would say DO SO AT THE EARLIEST POSSIBLE OPPORTUNITY. But I do not think the opportunity will present itself. I take the view that Kellogg is through with NAEB and we can expect very little more from that source. I hope I'm wrong, but it is my opinion we should proceed with that in mind.
3. I am in favor of a distinctive front page design which at least would be printed and together with a decent back would bind all materials we put out. This cover would be standard, with the actual title changing from time to time (see accompanying example for our Oklahoma School of the Air)

4. With the FAE not being present at any meeting of the creatures of their creation, NOTHING will be accomplished. This is strange and has many serious implications. It appears that FAE will permit such a meeting to be held, stand by while the blood flows freely, ignore the dead bodies and then bind up the wounds of their favorites. If possible, I would insist that FAE be present and moderate. There's the well known "nigger in the woodpile here". Watch them very closely, Mr. President!

5. With the economy trend in educational circles become tighter, I don't see how we dare raise anything -- dues, network fees or anything else. My budget for 1954-55 is the same as this year. If anything is increased in the way of NAEB fees, it will mean that we will simply have to take it away from another vital function of the stations ( if we can afford to do so). We have cut back on so many important aspects of our operations that our effectiveness has been pretty well dulled. In some directions we have been thoroughly emasculated. I wish I could be more helpful along this line. Maybe I will get an idea in the midst of our Gethsemane.

In conclusion, I would urge that every economy be practiced at Headquarters, that we make every effort to pull ourselves out of the hole. It may be that this will take several years to do so. I don't think we're going to receive any aid. I hope I'm wrong.

As ever,



John W. Dunn

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



OFFICE OF THE SECRETARY

*Board  
Reaction*

May 27, 1954

Graydon Ausmus, President  
National Association of Educational Broadcasters  
University of Alabama  
University, Alabama

Dear Graydon:

In answer to your request for reaction concerning the conference with Bob VanDyke early in June, I suggest that you make arrangements for such a conference and proceed to set it up at whatever time is possible.

Sincerely,

*Armand L. Hunter*

Armand L. Hunter  
Secretary

ALH/hsa

cc: Executive Committee

TO: NAEB Members  
FROM: Armand L. Hunter

Armand L. Hunter  
Re Commercial  
Personnel

DATE: May 27, 1954

Suggest we make definite effort to develop the volunteer interest for good will for educational TV which exists within commercial network and personnel.

One method of going at it would be to invite them to participate in regional meetings, seminars or workshops which might be held within their vicinity. Another method would be to ask them for recommendations for qualified professional and technical staff and personnel from the industry who might prefer to work within an educational station framework and philosophy.

In short, they might be able to contribute to our own professional development and to provide assistance in the area of staff and personnel needs and resources.

A. L. H.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



OFFICE OF THE REGIONAL DIRECTOR

May 28, 1954

*Board  
Reactions*

Mr. Graydon Ausmus  
Box 2002  
University, Alabama

Dear Graydon:

Your recent memorandum received here on May 20 on Novik consultation, NUEA Radio-Television Committee, etc. is hereby noted.

I am particularly interested in your NUEA radio report and the recommendations made in Gatlinburg about credit courses. Have you had any reaction from Armand Hunter on this? It seems to me important to correlate this development with the North Central Association of Colleges and Secondary Schools which also has this under advisement and has formulated a committee of which Armand and I are members.

You asked for the names of our officials in terms of the October 26 meeting with presidents and superintendents. I have given Sy Siegel this name but the President here is Dr. James H. Hilton who may be addressed at 117 Beardshear, Iowa State College.

I am not clear on one thing. You suggest that I personally or any of the rest of the people who received this memorandum contact his president. It was my understanding the invitations for this event would come from you or Siegel. I think it might have more effect if the initial invitations were to come from this source.

Sincerely,

Richard B. Hull  
Region IV Director

RBH:dm

TO : Executive Committee and Harry Skornia

FROM: John W. Dunn

5/31/54

*Board  
Reception 8*

Replying to a number of questions raised recently by Harry Skornia and Others:

1. Agree that Armand has a right approach regarding utilization of commercial network personnel. I would insist, however, that someone with the ranks of educational radio and TV vouch for these people. Many network and local radio and TV personnel are attracted to educational radio and TV because of the advantages which would be theirs. At the same time they can be awful STINKERS unless they are indoctrinated with at least some of our philosophy of broadcasting. Maybe we should devise some method of doing a little "brain washing". Key people (like Rudy Bretz) would be quite valuable in seminars and especially workshops because methods and standards are somewhat the same whether it's educational or commercial.
2. Are you being "subtle" with Neely, Brother Skornia! Keep up the pressure.
3. Suggest that we STOP practice of trading tapes with stations. Don't think we can afford it. No one in the business is harder pressed for personnel, time and money to buy tapes than we are, YET we have ALWAYS dubbed tapes when we couldn't use network tapes immediately or wanted to save for summer or another period of broadcasting. John Holt says he thinks it's only "human and natural" for NAEB stations to poke off their old beat up tapes for good ones. I think it's downright premeditated and cussed for them to do so. Hence my STRONG recommendation that we put a stop to this dishonest and expensive (to NAEB) practice.
4. Everyone trying to get into the act -- yelling their little workshop is worthy, etc. is kind of disgusting. Of course it's only natural for every old hen to think her chicks are o.k. A pat on the back for Harry and keep a stiff upper lip, brother. Don't let 'em high pressure you. I think you've been pretty tactful with these mavericks -- far more so than they deserve. Dead lines are important and I think no workshop should be recognized unless it is sponsored by an accredited institution of higher learning.
5. What's this about rights to kinescopes? It seems to me this is an entirely different problem from the one originally designed for brother Novik to handle, and it appears that most of the difficulties arise AFTER the kines have been made. ETRC and NAEB should be insistent that individual stations undertaking the making of kines for ETRC should have all these labor rights cleared before money is available to them. Novik might be assigned to these cases at the request of ETRC provided there are no pressing demands for him from stations trying to get on the air or actually telecasting. Such stations should take precedence. I think you, Harry, will use your best judgement on this matter.

6/11/54

Graydon:

Now what do  
I do? Still  
canwas? Don't  
believe this melts  
wishes I Board,  
which now understand,  
what it means,  
Want honestly to do  
what's best.

Regards

H

Graydon

## Board Reactions

Subject: BBC-ETRC

Date Inquiry Sent:

Name	Dated	Reaction
Ausmus		Canvas 'em as ordered, Dammit.
Dunn		X NO
Hunter		X NO
Schooley		NO
Fleming		NO
Hull		
Macandrew		
Miller		
Nickard		
Siegel		X NO
Wynn		X NO
		X Get Etre for whole Sum

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



OFFICE OF THE VICE PRESIDENT

Norman, Oklahoma  
June 11, 1954

*Boards  
Re-Action*

Graydon Ausmus  
Frank Schooley  
Armand Hunter  
Harry Skornia

Gentlemen:

Perhaps Harry's letter of June 7th to Graydon requires no answer or reaction from the Executive Committee. However, I can't refrain from making a few observations for whatever they're worth regarding the proposal contained therein. (no snide remarks from the Gentleman from Illinois—Frank Schooley)

As you know, I have felt for some time that the NAEB Network is in need of a complete examination and perhaps a wholesale overhauling. This thing, as I have pointed out before, has just "growed". No one is to blame except the organization itself. However, each year sees the network assessment growing; each year we lose a few members and many more are desperately counting their pennies to see how long they can stay in.

The Network, so far as programming is concerned, has gone off on some pretty wild tangents at times. In most instances it has lost its original purposes of being an EXCHANGE CENTER between member stations of NAEB for programs.

The so-called Network Acceptance Committee has acted in a high-handed, arbitrary fashion -- discouraging network participation and contribution. There has not been one constructive idea to come from this group. For a time I thought the In-School group was somewhat better, but it is apparent now that they, too, are mired down. Both of these groups yell about submitting programs for their so-called consideration. Yet when you do send in programs...you never hear anything about them ( even though you may have dozens and dozens of tapes tied up).

Therefore, I see no use in compounding a felony by taking the Chairman of these groups and creating a so-called "coordinating committee". True there may be some beautiful speeches and brilliant recommendations that will stuff up the chimneys. Get some new blood into this thing, forget some of the old nesters and moss-backs, create a committee that will have power to get in there and do something, that will plan ahead program-wise, that will encourage member-wide participation -- a committee that can pull these other committees up by the scruff of the neck and make 'em function as they should. I'll vote for that kind of a committee; the other kind is a mere waste of pencil and paper to put 'em down.

And while we're on the subject of committees..some very definite directives were handed down at the last convention. Nearly eight months have passed and to my knowledge NOTHING has been done about them. It was not the intention of the convention that we should wait until we assemble in New York to act.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



June 15, 1954

*(Board Reactions  
(You all know))*

Dr. Harry J. Skornia  
14 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Harry:

I was very interested in your June 11 letter copy to Seymour Siegel in re the possibility of "Penn State Two Years After".

Unquestionably you are correct in stating that unless NAEB does it someone else will. However, the thing that bothers me is whether or not such a proposition can possibly be brought off in connection with the annual meeting.

If it was to become the annual meeting I can see some possibility for bringing the matter off. However, I am certain that nothing of a "workshop" nature could be successfully accomplished as an appendage to the annual meeting and, secondly, I am frankly beginning to doubt the value of all of these exploratory workshops which delve into the philosophies or pseudo philosophies of educational television.

What we need are some straight teaching and explanation of proven ideas that have already worked. Unless we get ourselves put together and standardized rather soon we are going to be on pretty shaky ground. I think a small conference preceding a big conference where a modus operandi could be explained and support sought for it would bear promise. This sort of thing perhaps could be done in a day.

Sincerely,

*Richard B. Hull*

Richard B. Hull  
Region IV Director

RBH:dm  
cc: Officers and Directors

TO: Harry J. Skornia

DATE: June 17, 1954

FROM: Armand L. Hunter

SUBJECT: Reaction to your letter to Siegel concerning the "Penn State  
Two Years After" proposal

Suggest you go carefully on this. Original meeting was set up through the American Council on Education. My advise is to let the ACE and Dr. Adams carry the ball. We can cooperate; but no effort should be made to control or direct the meeting in terms of organization selection of participants, etc.

cc: Graydon Ausmus  
John Dunn  
Frank Schooley  
James MacAndrew  
Earl Wynn  
Paul Kickard  
Seymour Siegel  
Richard Hull  
Corporative Planning  
Allen Miller

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



September 24, 1954

*File  
Board  
Reactions*

Dr. Harry J. Skornia  
14 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Harry:

Thank you for your September 9 letter copy from Haskell Boyter of the Board of Education of the City of Atlanta in which he gracefully and understandably concludes affiliation with the NAEB Tape Network.

While I understand the difficulties which prompted this necessary decision on his part, I cannot help but feel a sense of desolation which this letter makes all too clear. In some instances radio and television, as educational instruments, still suffer under the definition of being appendages instead of major instruments in the educational process.

To the degree that this concept remains unaltered and part of the failure to alter it rests on the shoulders of everyone of us. Thus will the dream continue to be a small dream instead of the vital force it could be.

Sincerely,

*R. B. Hull*

Richard B. Hull  
Radio-TV Director

RBH:dm  
cc: Graydon Ausmus

Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,  
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